

Vy Phan

📍 Orange County, CA ✉ vy.p102@gmail.com 📞 +1 (916) 694 3236 🌐 www.thisisvy.com

Conceptual and experienced Art Director/Graphic Designer with six years of expertise in crafting impactful marketing materials. Proficient in Adobe Creative Suite and Figma, bringing innovative concepts to life. Skilled at fostering collaboration across diverse teams for projects ranging from TV commercials and social media campaigns to branding. Recognized with prestigious awards including Clio, The One Show Young Ones, ADDY, Red Dot, and IDA Design Awards

EXPERIENCE

FREELANCE CREATIVE Self-employed 04/2023 - Present

- Designed graphics and marketing materials for clients in fintech, AI, healthcare, real estate, fashion, beauty, and beverage industry.
- Collaborated with Founders, Marketing, Product Design, Research, and Brand Design teams at 3 SaaS stealth startups to work on their branding and design system.
- Concepted and executed key artwork and designed a landing page for Marvel's X East Continental Gems real-life Infinity Gauntlet with Precious Gems worth \$25 million.

ART DIRECTOR Wongdoody 03/2022 - 04/2023

- Spearheaded the National University national launch campaign consisting of 3 TV commercials, OOH, and digital campaign.
- Worked alongside Creative Directors to pitch and present creative ideas for clients such as T-Mobile, Amazon, and the Seattle International Film Festival.

CREATIVE LEAD UvE Beauty 08/2020 - 02/2022

- Developed and maintained brand guidelines, ensuring consistency across all visual assets.
- Concepted and art direct beauty and product photoshoots.
- Led the design effort for packaging (both DTC and retail packaging).
- Worked on e-commerce website, and created ads for A/B testing resulting in +\$1M in profit.
- Stay knowledgeable on current visual trends, cultural touchpoints and brand competitors to established social media channels (Instagram, TikTok and Youtube) through static and video posts.
- Led the design and execution of email and SMS campaigns.

CREATIVE INTERN TBWA Chiat Day 06/2019 - 09/2019

- Concepted and developed campaign ideas and ads for multiple clients across channels including social media, billboard, print, digital, brand partnerships, and retail.
- Clients: Google, Gatorade, Robinhood, and Supercuts.

ART DIRECTOR Google x SCAD Pro 09/2019 - 12/2019

- Collaborated with a cross-functional team of SCAD top students to design advertising experiences that ensure ethical data collection.

SENIOR GRAPHIC DESIGNER/ BRAND DESIGNER Various Agencies 2015 - 2018

- Pitched and presented creative ideas for 360 campaigns, digital, print, experiential, TV commercials, and brand identities.
- Agencies: Ogilvy, Bates Chi & Partner, Phibious, Dinosaur

SCHOOL

Savanah College of Art and Design 2018 - 2020 MFA in Advertising

HCMC University of Architecture 2012 - 2016 BA in Graphic Design

SKILLS

Graphics	Motion	Web
Photoshop	After Effects	ChatGPT
Illustrator	Premier	Figma
Indesign		Webflow
Midjourney		

STRENGTHS

Creative problem solver
Produce design concepts that balance creativity and functionality.

Detail-oriented
Meticulous in checking every aspect of design work, ensuring no errors or inconsistencies.

Collaborative team player
Works well in a team environment, taking input and giving feedback constructively and effectively.

HONORS

- Clio Awards 2020/2021 | Silver
- The One Show Young Ones 2019 | Gold, Silver (X2), Bronze Pencil (#1 Most Awarded Creative Team)
- The One Show Young Ones 2020 | Merit
- National ADDY 2020 | Gold (X2), Silver (X2), Mosaic Award
- District 7 ADDY 2020 | Overall Best of Show, Gold (X4), Silver
- Regional ADDY 2020 | Gold (X3), Silver (X5)
- , Bronze (X3)
- Red Dot Award 2020
- Red Dot Award 2019 | Best of the Best
- IDA Design Awards 2019 | Gold, Silver